

Managing and Growing Key Accounts

Suitable for salespeople who have the responsibility of bringing in and managing the larger accounts integral to the success of the company
Objectives: Delegates will be shown what constitutes a Key Account and know how to draw up a strategy both to maintain and build existing and gain new key accounts

Content covers :

- What are Key Accounts?
- What is expected from the role- Customer and your company
- Drawing up a Customer profile
- SWOT Analysis and business planning
- Managing roles
- Presenting your strategy

Programmes can be tailor-made to your specific requirements.

Course Category

Sales

- o Selling for the non-sales person
- o Pro-active Telephone Selling
- o Gaining Quality Telephone Appointments
- o Maximising Incoming Orders
- o The Principles of Selling
- o Managing and Growing Key Accounts
- o Sales Management
- o Effective Sales Negotiation

Supervision and Management

- o The Effective Supervisor
- o The Motivational Manager
- o Team Leader Development

Communication

- o A Guide to Assertiveness
- o Productive Communication
- o Chairing and Facilitation Techniques
- o Effective Presentation Techniques
- o Negotiation Skills

Self and Team Development

- o Coaching for Success
- o Training the Trainer
- o Instructional Techniques
- o Managing Stress
- o The Power of the Team
- o Effective Goal Setting
- o Professional Customer Care

Skills

- o Internal Customer Care
- o Problem Solving and Decision Making
- o Time Management
- o The Effective Appraisal

Bite Size Training Tasters